TIMES-VIRGINIAN

IN THE HEART OF THE DARK TOBACCO BELT
APPOMATTOX, VIRGINIA
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EDITORIALS

PLIGHT OF CHINA

It is difficult for Americans to grasp the full portent of the plight of China. Our education has been based on West European history, few Americans are acquainted with the background of Chinese history. To form opinions with inadequate knowledge is dangerous. Therefore, about all any of us can do in the present chaotic situation in China is to bemoan the unfortunate plight of the Chinese masses and hope for speedy peaceful settlement of their uncertain status.

A NEW TRUMAN?

There are signs that a new vigor characterizes the executive branch of our government. For three years Harry S. Truman was President because he happened to have had held second place on another's ticket. He did an adequate job. Now, he is President in his own right. He is free to present his own program under a vote of approval from the people.

Part of the Truman will have rought going in the Congress. Many members there are hold-over untraconservatives. Their eyes are backward to the 1920's, rather than forward to the 1950's. The people are ahead of many legislators. But the melting pot of discussion will iron out flaws in the administration's program, and we have a right to be hopeful that sound laws will come out of the present session of Congress. There is reason to believe that we shall have vigorous leadership.

BARKLEY MOVES UP

The elevation of Senator Alben Barkley, of Kentucky, to the Vice-Presidency should not go unnoticed. His place in the Senate will be hard to fill. Seldom in the storied history of that body has there appeared a Senator more able, more gifted in debate, more persuasive in leadership, more loved and respected by fellow-members. When the history of our times is finally written, the contributions of Alben Barkley will loom large. It is some comfort to know that the succession to the Presidency is so capably placed. The new Vice-President will continue to carry a full load of responsibility.

WITH OTHER EDITORS

SAVINGS THROUGH ADVERTISING

How often have you heard somebody make a remark to the effect that the consumer pays the bill for the big national advertising campaigns? Implication in these statements is that without spending all that money on advertising, the product being advertised would carry a cheaper price tag.

A few comparisons of prices now and when a new product came on the market, say 20 or 30 years ago, serves to give us a different slant on the subject.

For example, early radios which sold for $100 and more a couple of decades ago cannot compare with sets which can be bought today for much less than that price. The same applies to electric refrigerators which, in spite of price increases in recent years, still sell well below the early models. This list could be extended indefinitely.

The reason why consumers are receiving more their sales dollar for these items now is that heavy demand for these products have resulted in mass production methods resultant savings in cost.

Few can deny that extensive advertising has been instrumental in creating this demand which in turn has made it possible to produce articles at a lower price. Instead of boosting the price of an article, advertising has been instrumental in bringing prices down to where the average person can afford to buy. —From Pittsylvania Tribune.

VIRGINIA'S EXPERIMENT

Virginia is experimenting in the rehabilitation of alcoholics. The last General Assembly approved a bill creating a State Division of Alcoholic Studies and Rehabilitation, the theory being that with the Commonwealth receiving a net profit of some $16 million to $18 million annually from the sale of alcoholic beverages at least some of this should be put to use in an attempt to rehabilitate those addicted to alcohol. The State Health Commissioner, Dr. Roper, last week appointed an excellent advisory committee to study the fruits of this legislation. As chairman, he chose the beloved Dr. J. J. Scherer, pastor of the First English Evangelical Lutheran Church of Richmond. Dr. Scherer is one of Virginia's outstanding sons and for almost half a century has devoted himself to helping the afflicted, whether in mind, body or soul. His sound commonsense is almost immediately recognized by any group with which he comes in contact. As head of the Lutheran Synod of Virginia until February of last year, after a service of over twenty years, he is well known in this community, as well as throughout Virginia.

The Division of Alcoholic Studies and Rehabilitation is admittedly an experiment; Virginia is the pioneer. It may prove worthwhile and be expanded or it may be abandoned as worthless. Only time will tell. But the public and the legislature can have confidence in whatever report Dr. Scherer and his committee submit, —From Winchester Star.

Before the arrival of the white man in America, there was no need for roads in the modern sense. The Indian did not possess the principle of the wheel and thus had no carts, carriages, nor wagons.

Committees speed-up consideration of Truman proposals.

N. C. State leads Southern Conference basketball race.

Hoover group would reform the defense office.

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Here's a difference you can see and feel yourself with the very first garment we clean for you. Bring your clothes in today — you'll be amazed at how fresh and new-looking they'll be.

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PAVING THE WAY

"Miss Henderson," said the boss, "You're really a most attractive young woman."

"Oh, thank you, Mr. Harris," the new stenographer replied.

"Yes," continued Mr. Harris, "and you dress more becomingly and appropriately, and your voice is well-modulated, and your deportment is above reproach."

"Oh, goodness, Mr. Harris," the girl simpered. "You shouldn't pay me so many compliments!"

"Oh, that's all right, Miss Henderson," said the boss, reassuringly, "I merely wish to put you in a happy frame of mind before taking up the matter of your spelling and punctuation." —From Wall Street Journal.

THE MAN WHO TOOK MOM OUT OF A MOTHER HUBBARD

(Louisville Courier Journal)

It is claimed for Isaac Ginsberg of New York that he is the man who put glamor into the house dress. He is to be honored by the National Association of House Dress Manufacturers. While claiming no expert knowledge of Mr. Ginsberg's contribution, we are prepared to hail him as a benefactor of the human race.

Time was when the house dress languished in the class of the Mother Hubbard. It was built on loose and careless lines, and its sole virtue was comfort. The result was that millions of house wives did their daily work in something that might have been worn by the mother of the dragon, Grendel, for posing around in the back of the cave. In such an outfit it was nothing short of tragedy for a woman to be seen. Love flew out the window when the husband came in the door, if he found his wife garbed in such slatternly weeds.

Then the good Mr. Ginsberg evidently got an idea. It was not altogether unthinkable that a woman could be comfortable and presentable at the same time, he reasoned. He sought ways to dress the housewife so that she could work the vacuum and wash the dishes without giving an imitation of a busted couch. Considering the varying sizes and shapes of American matrons, he has managed to work out a compromise that improves their appearance without utterly destroying their utility around the house. If house dresses are not high fashion, they are no longer the lowest of the low. And the woman who rocks the cradle and tends the stove can pursue her activities so clad that she need not dread even the acid test, an unexpected visit from the most censorious member of her bridge club.

WHO OWNS INDUSTRY

From Staunton News-Leader

Who are the owners of industry? Not big business men, says a recent issue of the magazine Trusts and Estates. In a survey of the 120 biggest U. S. manufacturing companies the magazine found only four in which ony individual owned as much as ten per-cent of the voting stock. The 120 companies were owned by 6,126,713 stockholders, almost 40 per cent more than the total number of employees.

Of 62 companies giving a breakdown, 24 reported that no individual held as much as one per cent. Five out of every six holders owned 100 shares or less. About nine per cent of the stockholders—according for 41 per cent of the shares—were institutions (schools, hospitals, cemeteries, investment and insurance companies). They, in turn, represented millions of other individuals.

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THE BIBLE SPEAKS

International Uniform Sunday School Lessons

By DR. KENNETH J. FOREMAN

SCRIPTURE: Luke 4:1-13.
DEVOTIONAL READING: James 1:1-12.

'Yet Without Sin'

Lesson for January 30, 1949

YOU will never feel the current if you never swim upstream. If you are a drifter through life you can hardly know what the word "temptation" means. And Jesus was no drifter. If ever a powerful purpose, devotion to God, a noble mind and a pure heart could set a man free from all temptations, Jesus would have been that man. But he had his temptations all the same. After the great day of his baptism, when the heavens opened and he felt the Holy Spirit as plainly as a bird from the sky alighting on his shoulder, we are told that he was "full of the Holy Spirit." Surely no temptation could reach him now! Yet the spirit led him to the wilderness were Satan waited for him.

Dr. Foreman

• • •

The Devil Is Smart

SATAN is a persistent devil. He never takes no for an answer, he will be back again with the same temptation in another package. It was so with Jesus. We must not think that Jesus was tempted to low and ugly sins. People are tempted on the level where they live.

After the Baptism, if not before, he was fully awake to the fact that he was God's beloved Son, that it was his responsibility to begin the "Kingdom of God;" he knew he had a position and a power that no one else on earth had ever had. The problem was: How should he use this position and this power?

Each of the three temptations in the wilderness had something to do with that problem. Two of the temptations, at least, were not to do anything wrong in itself. Each time Jesus was tempted to choose something less than the best. And choosing less than the best, when the best can be had, is sin.

All Temptation Sounds Good

"TURN stones into bread," the tempter said. And why not? People were hungry all around; Jesus grew up in a land where most people were lucky to get one square meal a day, let alone three. Jesus would be the Divine leader of the Kingdom, the Founder of the New Age. Why not make it the Age of Plenty? Why not abolish hunger from the earth? It could be done; it sounds good.

So does that other temptation—"Throw yourself down, the angels will see that you are not hurt." Perhaps many worshippers at the Temple expected that the Messiah, God's King to be, would fly down out of a cloud.

Then that temptation which seems at first reading so ridiculous—fall down and worship Satan. It was not so ridiculous as it appears. What did Jesus want but to be King of Kings and Lord of Lords? What difference does it make how we attain our ambitions, if we only reach them? All other world - conquerors had achieved their pinnacles of power by "worshipping Satan," that is by using violence and trickery.

But Jesus, being full of the Holy Spirit, knew that not everything that sounds good, is good.

He saw clearly that not even he could bring in the Kingdom of God simply by feeding people, or astonishing them with aerial stunts, and still less by using those ancient methods of the world-conquerors, the tools of Satan, violence and lies.

• • •

Defense Weapon

JESUS met his great enemy and beat him down with a single weapon. Every time, Jesus comes out with a quotation from the Bible, incidentally always from Deuteronomy, evidently a favorite book with him. We have the same weapon at our disposal today, and more besides.

There is nothing magical in a Scripture quotation. The point is not that Jesus had memorized these verses so that he could quote them; anybody could do that even without believing a word of them.

What Jesus did was to make those truths his own, they were part of his mind, actually his own convictions. Do you really want to rise proof against temptations? Do as Jesus did: make God's ideas your own. The sharpest lie will blunt itself against the keen edge of Truth.

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—CINDER BLOCKS —ROOFING
—CEMENT —WINDOWS
—MORTAR —DOORS
—BRICK —LUMBER
—ASBESTOS SIDING —PAINT
—ROCK WOOL —WALLPAPER
—SHEETROCK —TERRA COTTA PIPE
—BRICK SIDING —PLYWOOD

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Services Within The Means Of All

Rocks News

Rocks, Jan. 24.- We are still having nice mild weather.

Miss Myrtle Gowin spent last Sunday with Mr. and Mrs. Lewis Dickerson.

Little Frank Ray Ranson is having trouble with his ear.

Mrs. Harry Ranson and children spent last Monday night at Appomattox with her parents, Mr. and Mrs. Holmsey Inge.

Mr. and Mrs. S. E. McGee, of Norfolk were up last week-end.

Mrs. Bernard Richardson and son, Myron are out again after being sick.

G. T. Marsh was in Lynchburg on Thursday selling tobacco.

Mr. and Mrs. Toby Inge were visiting Mr. and Mrs. Richard Inge of Farmville recently.

Mr. and Mrs. Otis Ranson and daughter, Charlene, moved in their new home last Saturday night.

Lewis Dickerson killed a turkey the last day of hunting season.

Mr. and Mrs. Robert Roach called in the home of Mr. and Mrs. Ben Hardy awhile Saturday P. M. Mr. Hardy remains about the same.

A. T. Anderson was visiting in the neighborhood Sunday afternoon.

Mr. and Mrs. Willie Dickerson and children and Mrs. J. W. Dickson, of Rice were visiting here awhile Sunday afternoon.

France extends recognition to Israel government.

Guerrillas active in Java.

Alliance linking Scandinavia to West now held improbable.

New bill asks rent control for two years.

Senate committee studies ways to end filibusters.

Girls Forget Fears, Thanks To 2-Way Help

What to do for woman's oldest problem, functional monthly pain? Many a girl and woman has found the answer in Cardui's 2-way help. You see, Cardui may make things less easier for you in either of two ways: (1) started 3 days before "your time" and taken as directed on the label, it should help relieve functional periodic pain; (2) taken throughout the month, like a tonic, it should improve your appetite, aid digestion, and thus help build up resistance for the trying days to come. Cardui is scientifically prepared and scientifically tested. If you suffer "at those certain times", get Cardui today.

Evergreen

Evergreen, Jan. 23.- Howard Glover, who has been ill, was able to return to work on Monday.

Mr. and Mrs. John Young have returned home after a week's visit with relatives in Florida.

Mr. and Mrs. Junior Blackwell and son were Sunday guests of her parents, Mr. and Mrs. Green Garrette.

Miss Jackie White and Miss Peggy Wilbur spent Monday night with Miss Bessie Ann Glover.

Homer McGlothlin, of Amherst, was the Sunday guest of Mr. and Mrs. Eddie Warriner.

Mrs. S. D. Thompson, of Lynchburg was the Sunday guest of her parents, Mr. and Mrs. G. W. Glover.

Miss Pauline Phelps, of Oakville is spending some time with her sister, Mrs. Jimmie Evans.

Mr. and Mrs. J. C. Staples called to see Mr. and Mrs. Howard Glover and family Thursday night.

Mr. and Mrs. Jack Hodge spent Sunday at Prospect with her people, Mr. Franklin and family.

Mr. and Mrs. J. C. Staples spent the week-end in Lynchburg with Mrs. Sam White and family.

Mr. and Mrs. Earl Harris and family were called to Roanoke last week due to the death of her brother.

Miss Eulalia Glover and Miss Anna Harris spent Wednesday night with Mr. and Mrs. Alfred Reynolds.

Evergreen, Jan. 25.- Mr. and Mrs. John Young have been visiting in Tampa, Florida.

The Rev. C. A. Carter preached a fine sermon here Sunday at the Baptist Church.

Mrs. Ryland Staples is a patient at Virginia Baptist Hospital.

Mrs. Annie Ringham and Mrs. Bertha Martin called in the home of Mrs. Z. E. Cheatham Monday evening.

C. J. Paulette spent the day on Monday with his brother, O. C. Paulette.

Richwood

Richwood, Jan. 25.- The Dorcas Society of the Seventh Day Adventist Church met at the home of Mrs. G. I. Watt Wednesday, January 19, to lay plans for the year. Those present were: Mrs. Frank Slynn, Mrs. Jacob Lewis, Mrs. J. I. Brown, Mrs. R. E. Hicks, Mrs. Rena Austin, Mrs. Harry Martin, Mrs. D. S. Weinberg, Mrs. Anna Ward and Mrs. G. I. Watt. Pot luck dinner was served. A profitable day was enjoyed by all.

Mrs. Henry Fleshman was the guest of Mrs. D. A. Pugh Friday afternoon.

Carter Martin was in Lynchburg selling tobacco Monday.

Mr. and Mrs. D. A. Pugh visited Mr. and Mrs. Willie Pugh Saturday evening.

Floyd Trent spent the week-end in Lynchburg with his daughter and son-in-law, Mr. and Mrs. Robert Carey. They accompanied him home Sunday afternoon.

Mr. and Mrs. D. A. Pugh visited Mrs. Pugh's parents, Mr. and Mrs. G. T. Marsh Sunday.

Mrs. J. D. Cawthorne, Harry, Jasper, Dick, Leo and Helen Cawthorne, all of Lynchburg were the dinner guests of Miss Estelle Wooldridge Sunday.

D. A. Pugh was in Lynchburg on business Monday.

Sunday afternoon guests of Mr. and Mrs. T. T. Wooldridge and daughter, Marvis, were Mrs. J. D. Cawthorne, Helen, Dick and Leo Cawthorne, of Lynchburg; George Wooldridge, Miss Estelle Wooldridge and Franklin D. Cawthorne. Mrs. Edward Pentecost has been quite ill for several days and under the care of a physician, But she is much improved at this writing.

British air lift plane crashes.

TODAY'S "HAND" LAUNDRY

—Of Course it's Electric

TODAY, the "hand" that does the laundry is the hand that flicks a switch! The complete laundry routine—washing, rinsing, drying, ironing—is a simple matter of automatic electric equipment. Ask your appliance dealer to help you plan a truly modern home laundry—of course it's electric!

THE AUTOMATIC WASHER requires only plenty of really hot water (from your automatic electric WATER HEATER!) and you to put the soap and the clothes in the machine, and set the controls! Unwatched, it washes, rinses, damp-dries, even cleans itself out!

ELECTRIC DRYING and IRONING . . . the electric dryer completely eliminates the task of outdoor drying, eliminates weather "ifs". Automatic electric ironers let you do the job sitting down... and better than old-fashioned methods!

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Family expenses go up as fast as family income, and both ends just seem to barely meet. Is that the way it is with you? If so, try this. Tuck a good part (at least 10%) of your income away in your bank account *before* you start to spend each month. Get by on the rest. It works like magic.

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